

Values/Beliefs/Worldview

Establishing social identities

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Overview

- What is a worldview?
- Why is it useful to BIA?
- Worldview construct
- What is Social Identity Theory?
- How do worldview & social identity relate?
- How is it useful to BIA?

Analytical Workflow:

General to Specific

(Knowledge to Assessments)

Values, Beliefs, Worldview (*cultural anthropology/social psychology*)

Operational Behavioral History (*organizational dynamics*)

Perceptions

Motivations (Needs and Objectives)

Current Capabilities

Situational Factors

Decision Process

Probable Intent

Behavior (COAs)

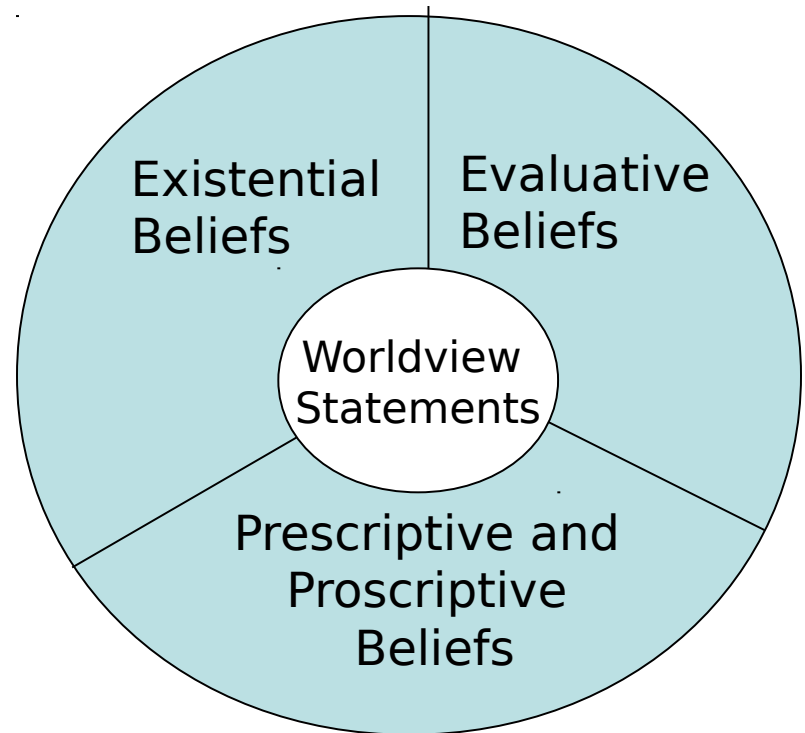
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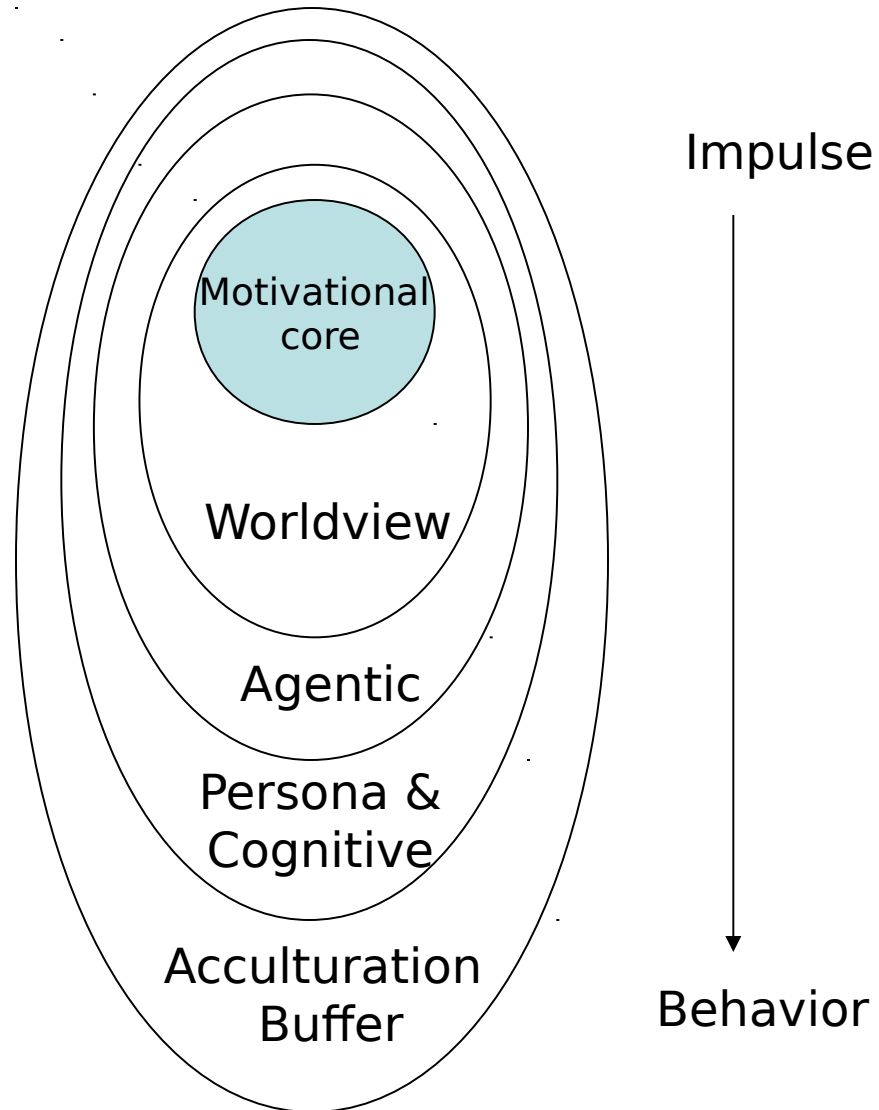


Worldview

- Definition
- Impact on behavior
 - Cognition
 - Values
 - Worldview Research
 - Religion
- Mutability
- Variation
- Other approaches



The Acting Self



- Human Nature

- Moral Orientation
- Mutability
- Complexity

- Will

- Agency
- Factors
- Intrapsychic

- Cognition

- Knowledge
- Consciousness

- Behavior

- Time Orientation
- Activity Direction
- Activity Satisfaction
- Moral Source
- Moral Standard
- Moral Relevance
- Control Location
- Control

- World and Life

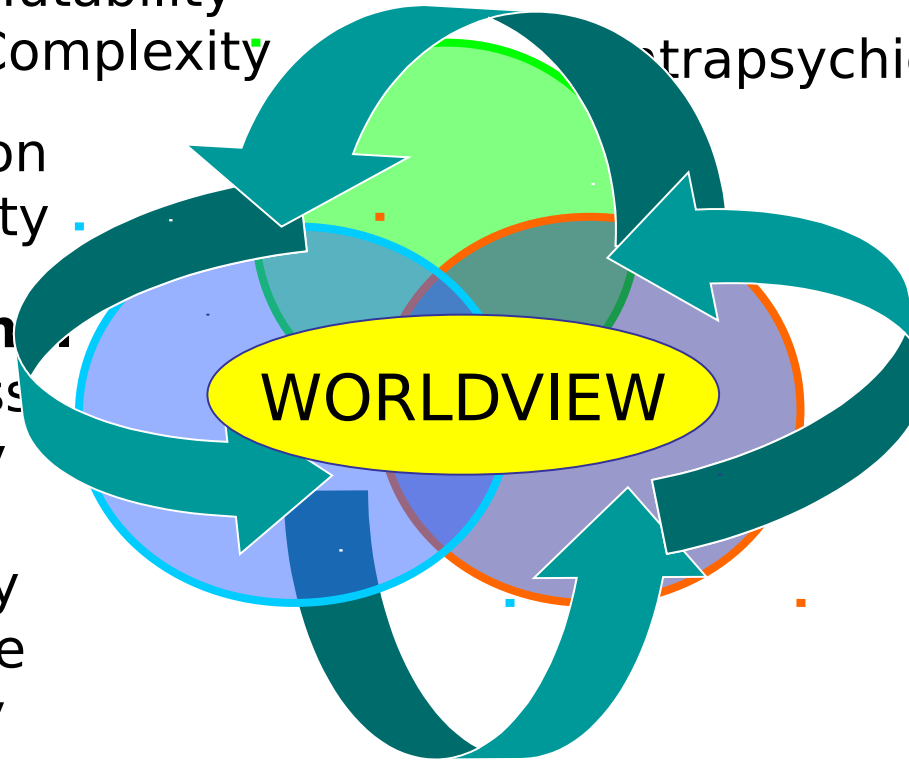
- Ontology
- Cosmos
- Unity
- Deity
- Humanity-nature
- World justice
- Well-being
- Explanation
- Worth of Life

- Truth

- Scope
- Possession
- Availability

- Interpersonal

- Otherness
- Authority
- Group
- Humanity
- Biosphere
- Sexuality
- Connection
- Interpersonal Justice
- Social Justice
- Interaction



WORLDVIEW

Worldview & BIA

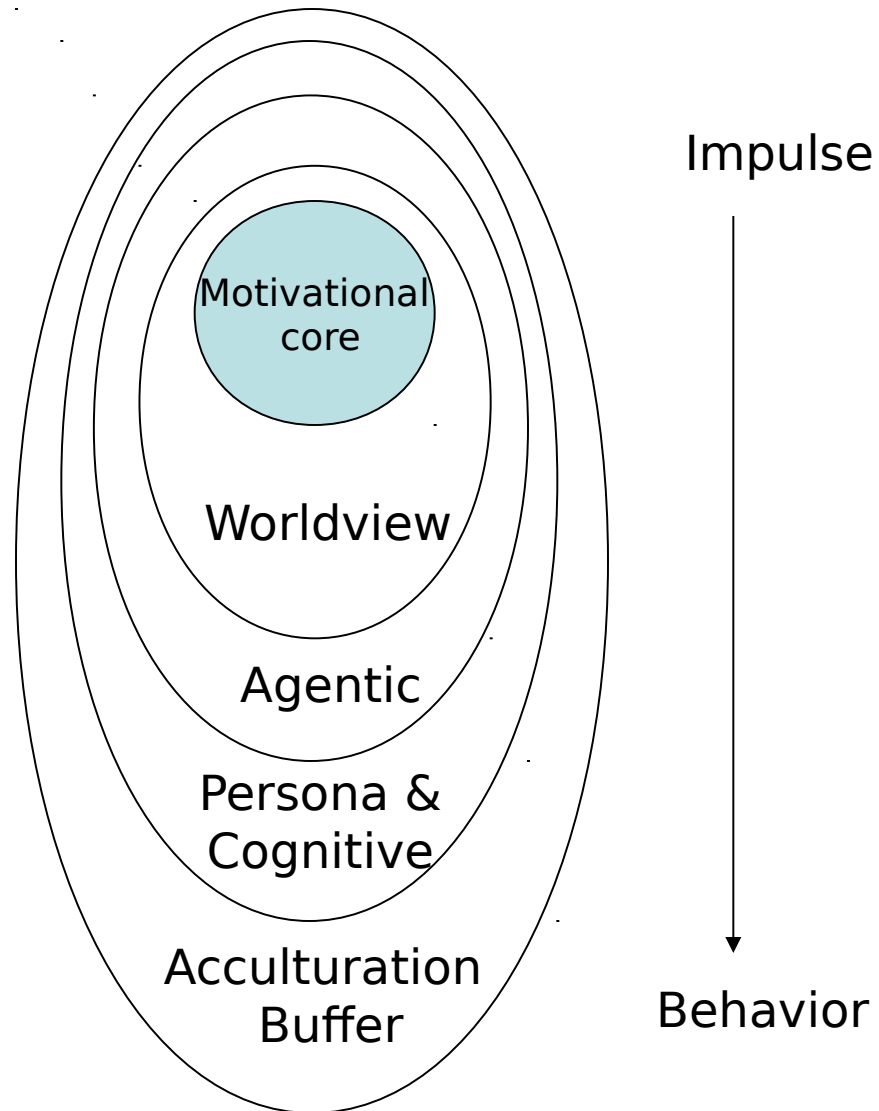
- Venezuelan Status
- Chinese Face



Social Identity

- What is Social Identity?
- Importance of Context
- Relevant social identities
- Social Network Analysis

The Acting Self



Summary

- **Worldview**
 - Key construct to explain likely behaviors
 - Requires a degree of inference
 - Acculturation attenuates cultural impact
- **Social Identity**
 - Useful to understanding context of actor(s)
 - May vary between situations